

ISS/ROC

ORDER

Rest 10.13-11.07



Orders	Order / Rev:	ISS/ROC	
	Alt Order #:		
	Product Desc:		
	Estimate:		
	Flight Dates:	10/13/16 - 11/07/16	Primary AE: Political/Local Political/Local
	Original Date / Rev:	10/06/16 / 10/06/16	Sales Office: KPLC
	Order Type:	Political	Sales Region: Local

Agency	Name:	Roy Fletcher Advertising	
	Buying Contact:		
	Billing Contact:		
		220 Delgado Drive	Billing Type: Cash
		Baton Rouge, LA 70808	Billing Calendar: Broadcast
			Billing Cycle: EOM/EOC
			Agency Commission: 15%

Advertiser	Name:	ISS/Restore Our Coast	
	Demographic:	HH	
	Product Codes:	PL20	
	Priority:	P 2	
	Revenue Codes:	Agency, Political, Pol-Issue	
	New Business Thru:		
	Order Separation:	00:15:00	
	Advertiser External ID:		
	Agency External ID:		
	Unit Code:	General	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	82	\$52,410.00	\$44,548.50
10/31/16	11/07/16	45	\$27,590.00	\$23,451.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	82	\$52,410.00	\$44,548.50	0.00
November 2016	45	\$27,590.00	\$23,451.50	0.00
Totals	127	\$80,000.00	\$68,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political/Local Political/Local			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPLC	10/17/16	11/07/16	LOC M-F 5-530a 7News Early Sunrise	Comm	5-530am	MTWTF--	:30	5	\$220.00	P 2	0.00	NM	9	\$1,980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$220.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					3	\$220.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					3	\$220.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$220.00		0.00			
N 2	KPLC	10/13/16	11/07/16	LOC M-F 530-7a 7News Sunrise	Comm	530-7am	22222--	:30	10	\$430.00	P 2	0.00	NM	34	\$14,620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---11--					2	\$430.00		0.00			
		Week: 10/17/16	10/23/16	22222--					10	\$430.00		0.00			
		Week: 10/24/16	10/30/16	22222--					10	\$430.00		0.00			
		Week: 10/31/16	11/06/16	22222--					10	\$430.00		0.00			
		Week: 11/07/16	11/13/16	2-----					2	\$430.00		0.00			
N 3	KPLC	10/17/16	11/07/16	NET NBC Today Show NBC Today Show	Comm	7-9am	11111--	:30	5	\$380.00	P 2	0.00	NM	16	\$6,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	11111--					5	\$380.00		0.00			
		Week: 10/24/16	10/30/16	11111--					5	\$380.00		0.00			
		Week: 10/31/16	11/06/16	11111--					5	\$380.00		0.00			
		Week: 11/07/16	11/13/16	1-----					1	\$380.00		0.00			
N 4	KPLC	10/17/16	11/07/16	LOC M-F 5-530p Live at Five	Comm	5-530pm	11111--	:30	5	\$600.00	P 2	0.00	NM	16	\$9,600.00

Order / Rev: ISS/ROC
 Alt Order #:
 Flight Dates: 10/13/16 - 11/07/16

Advertiser: ISS/Restore Our Coast
 Product Desc:
 Estimate:

KPLC-TV Lake Charles

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KPLC	10/17/16	11/07/16	LOC M-F 5-530p Live at Five	Comm	5-530pm	11111--	:30	5	\$600.00	P 2	0.00	NM	16	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	11111--					5	\$600.00		0.00			
		Week: 10/24/16	10/30/16	11111--					5	\$600.00		0.00			
		Week: 10/31/16	11/06/16	11111--					5	\$600.00		0.00			
		Week: 11/07/16	11/13/16	1-----					1	\$600.00		0.00			
N 5	KPLC	10/13/16	11/07/16	LOC M-F 6-630p 7News at Six	Comm	559-630pm	11111--	:30	5	\$1,010.00	P 2	0.00	NM	18	\$18,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---11--					2	\$1,010.00		0.00			
		Week: 10/17/16	10/23/16	11111--					5	\$1,010.00		0.00			
		Week: 10/24/16	10/30/16	11111--					5	\$1,010.00		0.00			
		Week: 10/31/16	11/06/16	11111--					5	\$1,010.00		0.00			
		Week: 11/07/16	11/13/16	1-----					1	\$1,010.00		0.00			
N 6	KPLC	10/13/16	11/06/16	SYN M-F 630-7p Entertainment Tonight	Comm	630-7p	11111--	:30	5	\$710.00	P 2	0.00	NM	16	\$11,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---1---					1	\$710.00		0.00			
		Week: 10/17/16	10/23/16	11111--					5	\$710.00		0.00			
		Week: 10/24/16	10/30/16	11111--					5	\$710.00		0.00			
		Week: 10/31/16	11/06/16	11111--					5	\$710.00		0.00			
N 7	KPLC	10/13/16	11/07/16	LOC M-F 10-1035p 7News Nightcast	Comm	10-1035pm	11111--	:30	5	\$1,010.00	P 2	0.00	NM	18	\$18,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---11--					2	\$1,010.00		0.00			
		Week: 10/17/16	10/23/16	11111--					5	\$1,010.00		0.00			
		Week: 10/24/16	10/30/16	11111--					5	\$1,010.00		0.00			
		Week: 10/31/16	11/06/16	11111--					5	\$1,010.00		0.00			
		Week: 11/07/16	11/13/16	1-----					1	\$1,010.00		0.00			
													Totals	127	\$80,000.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KPIC	Date: 10-12-16
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I, Roy Fletcher
do hereby request station time concerning the following issue:

Restore Our Coast

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As per schedule provided			

This broadcast time will be used by: Restore Our Coast, PAC

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

--	--

I represent that the payment for the above described broadcast time has been furnished by (name and address):

--	--

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

--	--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Restore Our Coast, PAC

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Alisa Ardoin
8680 Bluebonnet
BR, LA 70810
225.767.2020

Sue Brign
Ch.

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least 2 days before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10-12-16 [Signature] 225.229.1669
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] Stephanie G. H National Sales Coord.
Signature Printed Name Title

CONTRACT

KPLC-TV Lake Charles
Send all correspondence to:
320 Division Street
Lake Charles, LA 70601
(337) 439-9071

www.kplctv.com

And:

Roy Fletcher Advertising
220 Delgado Drive
Baton Rouge, LA 70808

<u>Contract / Revision</u> ISS/ROC /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/13/16 - 11/07/16		<u>Estimate #</u>
<u>Advertiser</u> ISS/Restore Our Coast		<u>Original Date / Revision</u> 10/06/16 / 10/07/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KPLC	<u>Account Executive</u> Political/Local Political	<u>Sales Office</u> KPLC
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KPLC	10/17/16	11/07/16	7News Early Sunrise	5-530am		:30				NM	9	\$1,980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	MTWTF--				2	\$220.00				
Week:		10/24/16	10/30/16	MTWTF--				3	\$220.00				
Week:		10/31/16	11/06/16	MTWTF--				3	\$220.00				
Week:		11/07/16	11/13/16	M-----				1	\$220.00				
2	KPLC	10/13/16	11/07/16	7News Sunrise	530-7am		:30				NM	34	\$14,620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---11--				2	\$430.00				
Week:		10/17/16	10/23/16	22222--				10	\$430.00				
Week:		10/24/16	10/30/16	22222--				10	\$430.00				
Week:		10/31/16	11/06/16	22222--				10	\$430.00				
Week:		11/07/16	11/13/16	2-----				2	\$430.00				
3	KPLC	10/17/16	11/07/16	NBC Today Show	7-9am		:30				NM	16	\$6,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	11111--				5	\$380.00				
Week:		10/24/16	10/30/16	11111--				5	\$380.00				
Week:		10/31/16	11/06/16	11111--				5	\$380.00				
Week:		11/07/16	11/13/16	1-----				1	\$380.00				
4	KPLC	10/17/16	11/07/16	Live at Five	5-530pm		:30				NM	16	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	11111--				5	\$600.00				
Week:		10/24/16	10/30/16	11111--				5	\$600.00				
Week:		10/31/16	11/06/16	11111--				5	\$600.00				
Week:		11/07/16	11/13/16	1-----				1	\$600.00				
5	KPLC	10/13/16	11/07/16	7News at Six	559-630pm		:30				NM	18	\$18,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---11--				2	\$1,010.00				
Week:		10/17/16	10/23/16	11111--				5	\$1,010.00				
Week:		10/24/16	10/30/16	11111--				5	\$1,010.00				
Week:		10/31/16	11/06/16	11111--				5	\$1,010.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



KPLC-TV Lake Charles
Send all correspondence to:
320 Division Street
Lake Charles, LA 70601
(337) 439-9071

www.kplctv.com

<u>Contract / Revision</u>		<u>Alt Order #</u>
ISS/ROC /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/13/16 - 11/07/16		
<u>Advertiser</u>		<u>Original Date / Revision</u>
ISS/Restore Our Coast		10/06/16 / 10/07/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$1,010.00				
6	KPLC	10/13/16	11/06/16	Entertainment Tonight	630-7p		:30				NM	16	\$11,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$710.00				
Week:		10/17/16	10/23/16	11111--				5	\$710.00				
Week:		10/24/16	10/30/16	11111--				5	\$710.00				
Week:		10/31/16	11/06/16	11111--				5	\$710.00				
7	KPLC	10/13/16	11/07/16	7News Nightcast	10-1035pm		:30				NM	18	\$18,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---11--				2	\$1,010.00				
Week:		10/17/16	10/23/16	11111--				5	\$1,010.00				
Week:		10/24/16	10/30/16	11111--				5	\$1,010.00				
Week:		10/31/16	11/06/16	11111--				5	\$1,010.00				
Week:		11/07/16	11/13/16	1-----				1	\$1,010.00				
Totals								0.00				127	\$80,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	82	\$52,410.00	(\$7,861.50)	\$44,548.50
10/31/16 - 11/07/16	45	\$27,590.00	(\$4,138.50)	\$23,451.50
Totals	127	\$80,000.00	(\$12,000.00)	\$68,000.00

Signature: _____ **Date:** _____

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